



IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE
SECRETARY OF AGRICULTURE

Fresh News

Spring 2004

The Farmers' Market Newsletter



2003 Improvement Competition Winners Announced at Managers' Conference

Cities Over 20,000 Populations:

- First Place: Drake Neighborhood Farmers' Market
Des Moines \$1,000
Second Place: Mississippi Valley Growers Assoc.
Bettendorf Farmers' Market \$750
Third Place: Mississippi Valley Growers Assoc.
Davenport Farmers' Market \$500

Cities 5,000 – 20,000 Populations

- First Place: Vinton Farmers' Market \$1,000
Second Place: Red Oak Farmers' Market \$750
Third Place: Atlantic Farmers' Market \$500

Cities 5,000 or Less Populations

- First Place: Urbana Farmers' Market \$1,000
Second Place: Dyersville Area Farmers' Market \$750
Third Place: Mount Vernon Farmers' Market \$500

Honorable Mention: Spencer Area Farmers' Market, Belmont Area Farmers' Market, Bloomfield Main Street Farmers' Market, Keosauqua Farmers' Market, Traer Farmers' Market

COMING THIS SEASON!

Farmers' Market Impact Survey

Your market shoppers and your vendors will be the key components to collect information that will be used to measure the economic impact of Iowa's farmers' markets on Iowa's economy.

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Farmers' Market Economic Impact Survey starts in late June!

Your market's participation and cooperation will be invaluable this market season as a state-wide shopper and vendor survey project is undertaken. These surveys are instrumental in getting the needed information to calculate the impact farmers' markets have on Iowa's economy. This is the first time a state-wide economic survey of farmers' markets has been conducted and we are asking for your support to make it happen.

Three times this market season (early, mid and late season), shoppers at farmers' markets throughout the state will be asked to answer six questions pertaining to their shopping purchases at the market that day.

Once during the market season (mid), vendors will be asked to complete one survey on their sales for the season.

Using these two groups to gather information, the dollars spent (consumer estimates) and the dollars earned (vendor estimates) the end result will establish what impact farmers' markets have on Iowa's economy.

The Iowa Farmers' Market Association (IFMA) has contracted the USDA Iowa Agricultural Statistics Bureau to conduct the surveys and do the statistical analysis of the findings. Dr. Dan Otto, Economist, ISU Extension, has been retained to interpret the findings and provide a summary of the findings.

HOW THE SURVEY WILL BE CONDUCTED:

A few weeks ago you received a phone call asking you the average number of shoppers at your market, the average number of vendors and the maximum number of vendors. These numbers will be used by IASS to stratify markets.

IASS professional surveyors (also known as 'enumerators') will come to your market and interview the shoppers as the shoppers leave the market location. You will not be involved with this survey (at least it's one less thing you have to do!). **The enumerators will go to the markets and conduct the same survey three times, early, mid and late season**, so an average over-the-season estimate can be made regarding consumer purchases.

Administration of the vendor survey is still being determined. However, you will be involved in some way with that survey. We want to insure total confidentiality and anonymity for the vendors - so we'll keep you posted on those developments!

Dr. Dan Otto, Professor of Economics, College of Agriculture, ISU, has been hired to interpret the data IA Ag. Statistics gathers. His summary of the findings will include defensible numbers of the dollar amount impact that farmers' markets have on Iowa's economy.

This dollar amount impact will be very important in the development and promotion of farmers' markets in Iowa. We believe that markets have an effect on communities, and we believe that as a whole they have an effect on Iowa's economy. What we don't know is, and what we will find through this season long survey, will be the average dollars consumers spend at market, types of products sold, the average vendor sales and the total economic impact in dollars to Iowa's economy generated from farmers' markets. Data and facts that we can use with city, county, state and national entities for funding, for legislation, and other issues facing farmers' markets.

If you have any questions or additional information about the economic survey, please contact Barbara Lovitt, 515-281-8232.

Health and Nutrition Education Project Available for your market

Last year, a group including a retired physician, a nurse, a dietician, a nutritionist and three other persons developed and field-tested a program to educate people about health and nutrition.

Included in this program were the following services: free blood pressure and glucose checks; free consultations on health conditions and health problems; free pamphlets and brochures from various national health organizations, Iowa State University and other organizations; informal informational session on nutrition and individual private consultations on nutrition.

This program was developed in response to some frightening statistics about health. Among them: nearly 2/3rds of Americans are overweight; about 15% of children have Type II diabetes; and health insurance costs have risen significantly.

We believe this program is important and that it will appeal to many people. We are offering, with your help in promoting the event, this program at your Market on an occasional basis, or we would work with you to develop them with your own local resources.

If your Market is interested in this program, write Bill Turner, 2108 – 37th Street, Des Moines IA 50310, or call him at 515-274-0384.

By - Bill Turner

STAY IN TOUCH OR HOW TO CONTACT US

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Iowa #3 in Nation in Number of Farmers' Markets

Iowa has moved up from fifth in the nation to number three in the nation in the number of farmers' markets (172), behind California (368) and New York (270). Iowa surpassed Wisconsin (168) and Pennsylvania (161), and Iowa still is #1 per capita in the nation in farmers' markets. Visit the AMS (Ag. Marketing Service) of the USDA web site for a listing of all the markets across the U.S. www.ams.usda.gov/farmersmarkets/map.htm For the most current information, visit the IDALS web site www.agriculture.state.ia.us and click on the Farmers' Market Directory.

Record Number of Markets Entered in the 2004 Iowa Farmers' Market Improvement Competition

37 markets - A record number - have entered the Iowa Farmers' Market Improvement Competition for the 2004 season!

New this year – is the creation of a fourth population division – the Under 2,000 population category. This fourth category was created by dividing the Under 5,000 population into two. This division better reflects an equitable division of the number of markets in each population category (all 172 market), whether they participate in the competition or not. But it also allows three more markets to win cash prizes!

The creative juices will be flowing again this season as new ideas and implementations are undertaken by these markets. And, we plan to showcase some of these ideas at the 2005 Market Managers Conference!

Here are the markets are taking the challenge - Good Luck and Good Market Season!

Populations Under 2,000:

Elgin Country Market; Paradise Farmers' Market – Leon; Lenox Farmers' Market; Keosauqua Farmers' Market; Martelle Community Market; Central City Farmers' Market; Urbana Farmers' Market; Dexter Farmers' Market; Green Hills Product and Craft Association – Corning; Traer Farmers' Market; Silver Creek Farmers' Market – Silver City.

Populations 2,000 – 5,000:

Monticello Farmers' Market; Sheldon Farmers' Market; Green County Farmers' Market – Jefferson; Adel Farmers' Market; Davis County Farmers' Market – Bloomfield; Dyersville Area Farmers' Market; TGIF – West Union; Mount Vernon Farmers' Market.

Population 5,000 – 20,000:

Keokuk Farmers' Market; Oelwein Farmers' Market; Storm Lake Farmers' Market; Creston Elks Farmers' Market; Indianola Farmers' Market; Red Oak Farmers' Market; Fairfield Farmers' Market; Spencer Area Farmers' Market.

Populations Over 20,000:

Mississippi Valley Growers Assoc. – Bettendorf Farmers' Market; Mississippi Valley Growers Assoc. – Davenport Farmers' Market; Drake Neighborhood Farmers' Market – Des Moines; Rivercity Farmers' Market – Council Bluffs; Cedar Valley Farmers' Market – Waterloo; Dubuque Main Street Farmers' Market; North Iowa Farmers' Market – Mason City; Downtown Des Moines Farmers' Market; Ames Farmers' Market; Ames Downtown Farmers' Market.

A very big thank you to the Iowa Farm Bureau Federation for their generous and additional investment in the Competition by sponsoring the cash awards and plaques for the third year. The Iowa Department of Agriculture and Land Stewardship and the Iowa Farmers' Market Association are also partners in sponsoring the competition.

Recognition Logo for winning markets in the 2003 Improvement Competition

All the winning markets in the 2003 competition have exclusive use of this logo to use on their advertising and signage - letting everyone know they are award winning markets!



Managers' Conference Highlights

"It was my first conference – and I'll come back to next year's!" *"What a Conference!"*
"Wow – great information, great speakers, great to meet so many people!"

Over 130 managers/organizers attended the 2004 Market Managers/Organizers Conference on Saturday March 27 at the Des Moines Botanical Center. With that many people, the double length room was packed!

The "Talking Shop" theme answered many questions for market managers. Experts provided information pertaining to Consumer Safety (food & health inspection) **Bob Haxton**, Meat and Poultry **Mike Mamma**, Weights and Measures **Darryl Brown**, Sales Tax **Opal Current** and Animal Industry **Dr. John Schiltz**.

The "Ask the Experts" panel was taped and is near transcription completion. All conference attendees will receive a copy of the approved questions and answer transcription.

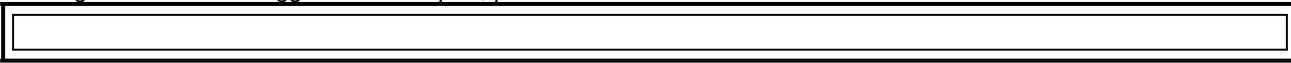
Neil Hamilton, Agriculture Law Center of Drake University, offered ground rules for farmers' market regulations and showed his documentary highlighting markets and sustainable agriculture in Iowa. All conference attendees received a copy of the tape.

Energizing the afternoon session, Managerial coach, **Didi Zahariades** imparted to the crowd that the traits of successful market managers include knowledge, a sense of humor, genuine interest, tolerance of mistakes and patience giving them an empowered attitude.

Senator Tom Harkin stopped by the conference and spoke with the audience. He praised managers and organizers for their hard work and that he wanted to be here to congratulate farmers' markets and that will do his best to support us.

Ken Shelly, Jr. Chairman of the IA Farmers' Market Association announced the undertaking of the Economic Impact Study, and introduced the new **'Iowa Grown For You'** logo.

Plans are already underway for the 2005 Market Managers and Organizers Conference. If you would like to pass along some ideas or suggestions for topics, please contact Barbara Lovitt 515-281-8232.



A Win-Win Situation

Why Your Market Should Participate in the Improvement Competition

By Lori Johnson, Market Manager, Red Oak Farmers' Market, 2002 1st Place Winner Population 5,000 – 20,000

After attending the Farmers' Market Managers' Conference in 2002, I came back to our market vendors with an exciting opportunity. The Iowa Farmers' Market Improvement Competition was going to help our market grow.

Like many markets in Iowa, ours was small for several years. We had been brainstorming ways to generate growth in our vendor population, as well as our customer base. With the cash incentives offered by the competition, I lobbied our vendors to participate.

Our market vendors are great. With their permission, we formed a committee, determined goals and plotted a market year filled with activity to reach those goals. I'm not sure who enjoyed all of the excitement more; our customers or the vendors. Our secretary developed a wonderful Journal, and I went to the presentation to share our successes.

We won first prize in the 5,000 – 20,000 population category, and came home with \$1,000.00 to spend on growing and improving our market! The great thing about this competition is that we grew and improved our market before we won! ●● Every goal we set for the competition improved our market; ●● Every activity we incorporated brought in more customers and inspired our vendors to market themselves better; ●● The activities brought excitement to a small town in rural SW Iowa; ●●and this brought more vendors.

So, all the inspiration that this competition gave us did exactly what we needed before we even won. The winning, of course, gives us the added benefit of more working capital to continue that growth. So no matter what the outcome of the competition was, or is, it's a WIN-WIN situation!!!

*P.S. from the Editor: Red Oak won 2nd Place
In the 2003 competition 5,000 – 20,000*

Conference 2004 Check-In



"Ask The Experts" Panel



Mike Mammings - Meat & Poultry, Darryl Brown - Weights & Measures, Bob Haxton - Inspection & Appeals, Opal Current - Revenue, Dr. John Schiltz - Animal Industry

**2003 Improvement Program
Winners Announced**



Left to right: Patty Judge, Karla Thompson, Dyersville Area Farmers' Market (1st Place 5,000 & Under Population), Dave Miller, IA Farm Bureau

A Gathering of Market Managers



Senator Tom Harkin Stopped By



Sen. Harkin receives 'IA Grown For You' shirt from Ken Shelly, Jr., IFMA and Mike Bevins

Lunch Hour in the Dome

